



Galena Country Tourism

FY'22 - Q3 REPORT



Tue, April 12, 2022

Galena Country Tourism - 101 Bouthillier St, Galena, IL 61036 / 815.776.9200

Marketing/ P. Relations

Q3 BLOGS & BLOG ROLL

Five blogs were published with the Forever Original (Winter) Marketing Strategy in mind. This strategy showcases the one-of-a-kind and authentic experiences that Galena Country has to offer.

January:

- 2022 Galena Country Visitors Guide (new)
- Unique Finds for Your Valentine (refresh)

February:

- No Snow Blog (refresh)

March:

- Historic Walking Tour (refresh)
- Field of Dreams Walking Tour (refresh)

**Our marketing team is continually updating blog content. Before the post is published, the blog is edited with new links and CrowdRiff galleries, add meta keywords, add open graph images, site search terms, and any further information that should be included.*

TIKTOK & INSTAGRAM REELS

This quarter's Tik Toks & Reels were heavily seasonal/winter focused. I've reused video content from Troy and cut that high-quality footage into short clips.

- **5 reels and 1 TikTok**
- **2,369 engagements**
- **35,264 views**

815 NEW EMAIL SUBSCRIBERS

Monthly Email Correspondence

eNews themes:

- Jan. Monthly: 2022 Visitors Guide
- Jan. Segmented: Valentine's Finds
- Feb. Monthly: No-Snow Fun
- Feb. Segmented: Family Vacation
- Mar. Monthly: Historic Walking Tour
- Mar. Segmented: Grant Reenactment

4.7% click-thru and 37% open rate

***See Industry eNews reporting on the following pages**

2.9M IMPRESSIONS

Social Media *(total of all platforms)*

-9,338 new followers *(facebook & instagram)*

-110,455 engagements *(fbbook, insta & pinterest)*

33 MEDIA PICKUPS

Blogs/Stories/Media

-998 Pinterest click-throughs

-24.773 blog reads

-7,086 digital guide views

-72 hours watched (YouTube)

-2,348 views (YouTube)

-360,106 earned media impressions

-54 User-Generated image rights

-237,466 CrowdRiff gallery views

OTHER ANALYTICS

Select Webpage traffic (views):

- Events Calendar - 48,512
- COVID/FAQ - 1,958
- Wedding Kit - 123

Marketing/ P.Relations

continued

WEBSITE ANALYTICS

- 128,979 users browsed the VisitGalena.org
- Spending an average of 2.39 minutes on site.
- Sessions made up 85.4% of new users and 14.6% of returning users.
- 6 new business listings were added.
- 11 business listings were edited.
- 5 new listings were added to EnjoyIL.com
- 50 new events added to the calendar
- 16 events edited on the calendar

Industry eNews:

- **Jan. '22** Industry News – Co-op sign up/guide/resident survey
 - Open rate: 55% / Click rate: 7%
 - Announcing our 2022 co-op marketing program and presentation thereof.
 - The arrival of our new 2022 Visitors Guide.
 - A call for businesses to share our resident survey as a part of our Tourism Master Planning process.
- **Feb. '22** Industry News – Sign up! Co-op Marketing Program
 - Open rate: 44% Click rate: 4.5%
 - Follow-up newsletter calling all stakeholders to sign up for our 2022 co-op marketing program.



Marketing/ P.Relations

continued

Ad Campaigns

1,012 new leads were added to our database, directly influenced by our ad campaigns.

SEM/Display/Google/Audience Targeting

- **SEM added 9,194 highly targeted clicks**
- Overall CTR is currently at 6.13 % (vs. 4.7% industry benchmark)
- 143,165 impressions
- Overall average CPC for SEM is \$0.71
- Audience targeting impressions 3,911,931
 - 1,542 clicks

Display Campaigns

- Added 3.9M remarketing impressions and 3.9M Prospecting
- CTR at 0.08% for FY 2022 (vs. 0.10% Display benchmark)

RLSA (remarketing search ads)

- 1,437 clicks
- 0.04% CTR

Top SEM key words:

Keyword	Clicks	CTR
illinois tourism guide	109	10.70%
romantic getaways in illinois	103	5.39%
illinois travel guide	95	9.43%

Top SEM Adgroup Campaigns

Adgroup Name	Clicks	CTR
Attractions	493	9.86%
B&Bs & Vacation Rentals	491	4.99%
Visit	485	5.22%

B&Bs & Vacation Rentals	1,686
Visit	1,541
Hotels & Resorts	1,451
Attractions	1,425
Art	518
Visit Galena (SEM-ILVG) SE...	461
Visit Galena (SEM-ILVG) SE...	431
Agritourism	406
Family Friendly	378
Wine, Beer & Spirits	372
Visit Galena (SEM-ILVG) SE...	262
Visit Galena (SEM-ILVG) SE...	167
Other	96

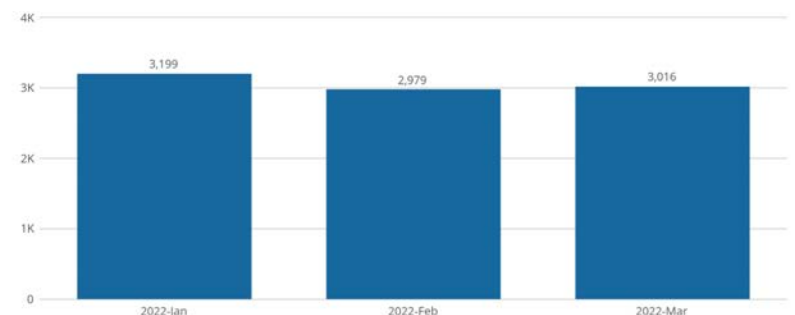
Google



Total
9,194

Clicks by Month, SEM - GA - Galena IL
by Month

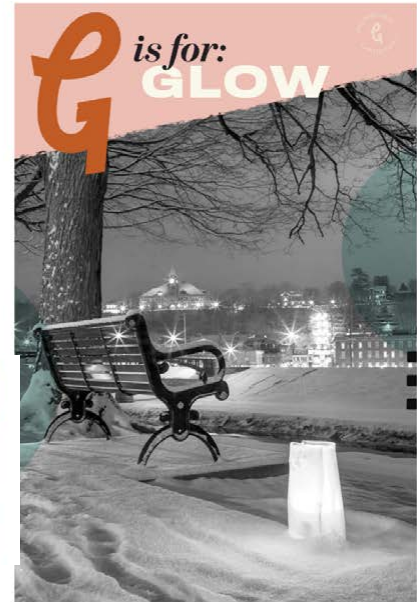
9,194 Total Clicks



Marketing/ P.Relations

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DIGITAL AD SELECTION THAT RAN DURING Q2:



Other Adverts secured in Q3:

- IOT Enjoy Illinois Magazine Ad
- IGLTA Magazine Ad
- IL Group Tour Planner Ad with Premier Travel Media as well as editorial
- Pitched cover ideas to IL Group Tour Planner for Galena – Won pitch
- Route Magazine Ads – 6 Inserts for year
- Unique Venues – Scheduled next eblast for May
- KWQC – Creative for audience targeting ads
- Pride Journey's - Web listing update
- AAA Traveler Ad – Assets and Wisconsin add on

Marketing/ P.Relations

continued

DIGITAL AD SELECTION THAT RAN DURING Q2:

True originals never go out of style. Galena, Illinois

Being original never gets old. GALENA ILLINOIS

Being original never gets old. Galena, Illinois

We may be old, but we're never the same old thing. Galena, Illinois

True originals never go out of style. Galena, Illinois

True originals never go out of style. Galena, Illinois

Being original never gets old. Galena, Illinois

Forever Original. Galena, Illinois

Being original never gets old. Galena, Illinois

TRADITIONALLY ORIGINAL Galena, Illinois

PLAN A VACATION AS ORIGINAL AS YOU ARE

In Galena, Illinois, we see things a little differently. PLAN A VACATION AS ORIGINAL AS YOU ARE

In Galena, IL we see things a little differently. PLAN A VACATION AS ORIGINAL AS YOU ARE Galena, Illinois

The eye-opening. In Galena, Illinois we see things a little differently. PLAN A VACATION AS ORIGINAL AS YOU ARE Galena, Illinois TRADITIONALLY ORIGINAL

The eye-opening. In Galena, IL we see things a little differently. PLAN A VACATION AS ORIGINAL AS YOU ARE Galena, Illinois TRADITIONALLY ORIGINAL

Forever Original (Winter) Campaign Recap:

The look and feel of this campaign reflect the forever original branding, showcasing thrilling memory-making opportunities and cozy one-of-a-kind experiences, featuring Galena Country as a premier destination. This digital campaign hits high-income zip codes in the primary and secondary target locations utilizing paid promotions via audience targeting and social media. Additional messaging has been included in e-news and unpaid social media posts. This campaign will continue through quarter four.

Marketing/ P.Relations

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Event Calendar on VisitGalena.org

- New events added on VG.org = 38
- Event edits on VG.org = 9

Video/Photoshoots in this quarter included:

- **Family Winter Fun Video** - Chestnut Mountain and Eagle Ridge Nordic Center
- **Interview Videos** - Galena Brewing Co., Fritz & Frites, and Poopsie's
- **B-roll videos** - Thunder Bay Falls, Grant Park, Chestnut Mountain, and the Mississippi River
- **Main Street Foodie Photoshoot** - Galena Cellars, Grape Escape, Bread & Vine, Vinny Vanucchi's, Tajin, Little Tokyo, Big Bill's, and La Michoacana

Other

Content Marketing Manager projects in Q3

- Over the span of two days, worked with Drone Media Chicago to record winter videos and Captures by TKCO on an extensive foodie photoshoot.
- Revised & published the Outdoors, History, and Unique Experiences Mini-Mags with McDaniels Marketing
- Selected photos for social media campaign "G is for..." with Madden Media
- Handled 2 influencer visits:
 - Whitney Reynolds – family travel & skiing (Feb)
 - Nathaniel Crawford – foodie photos & travel (Mar)
- Scheduled & Planning future influencer/photo visits with:
 - Jennifer Potts – outdoors/history influencer
 - Victoria Alao – outdoors/culture influencer
 - Matt Hass – lifestyle photographer
 - Molly Holmberg – nature photographer/influencer
- Training:
 - Trained Community Engagement Manager on Business + Event Calendar, and Crowdrigg
 - Job shadowed position for PR Director
- Content Management
 - Crowdriff rights requests/tagging
 - Social media calendar (monthly):
 - 2 Instagram posts per day
 - 1 Instagram story per day (Mon-Fri)
 - 2 Facebook posts per day
 - TikToks/Reels occasionally (working on creating a schedule)
 - Maintenance of FB, Instagram, Tik Tok comments/shares daily
 - Linktree updates

Visitor Center Contacts

- **16,591 guides distributed**
- **1,163 walk-in visitors**
- **146 phone calls**
- **116 email inquiries**

Q3 Top Media Mentions ...

- **MidwestLiving.com** - Midwest Living's Best of the Midwest Award Winners 2022 – Best Holiday Town
- **Eatthis.com** - The Best Bed and Breakfast in Every State
- **Chicago Parent** - Romantic Getaways Near Chicago
- **Timeout.com** - 10 charming, LGBTQ-friendly small towns in the USA
- **Chicagotribune.com** - Green spaces and high places to explore cannabis culture in Chicago, Illinois, and beyond
- **Thrillist.com** - Best Places to Visit in Illinois: Scenic & Beautiful Day Trip Ideas
- **OnlyInYourState.com** - One of America's Most Walkable Small Towns
- **Abc7chicago.com** - Spring Break destinations in Illinois
- **WorldAtlas.com** - 12 Most charming small towns in Illinois
- **Moneyinc.com** - 20 Awesome Romantic Getaways in Illinois

**See media requests on the following page*

Online Direct Booking

10,117 searches (jan & feb)
\$396 Avg. Daily Rate (jan & feb)
131 estimated bookings (jan & feb)
\$52,800 est. revenue (jan & feb)

Strategic Marketing Manager projects in Q3

- Co-op program through Grey Media Group/KWQC-TV including a digital advertising campaign. Galena Country Tourism is matching \$700 for \$300 investment from the stakeholder. Assisted with planning, attended presentation and followed up with KWQC answering any questions.
- Job shadowing for PR Director and Community Engagement Manager
- Facilitated an intern project with Maddy from the Visitors Center to research race events, have them submitted to the online calendar, and write a blog. The intern will also take some pictures for social media posts.
- Started with FY'23 Marketing Budget planning and asking for proposals.
- Created a "New in Galena Country" document for staff to reference
- Assisted Content Manager with selecting G words and images for the G if For Campaign
- Winter Family Video Shoot
- Created Q4 Campaign Plan (extended Q3 with new blogs and Newsletters)
- Interview video shoots: Galena Brewing Company, Poopsie's, and Fritz & Frites
- Sent figures to James to use for Pride Month involvement callout to stakeholders
- Trained PR Director on CrowdRiff
- Reviewed Madden Media 2023 proposal and made edits
- Visited Nate Crawford (foodie) photoshoot
- Additional social campaign with Madden Media – contract signed

Strategic Marketing Manager (Vendor) Meetings:

- Drone Media Chicago – 2022 Proposal
- Madden Media Sales visit & 2023 proposal
- Madden Media Monthly catchups
- CrowdRiff quarterly catch up
- Matt Hass – upcoming photoshoots
- Visioning Workshop with MMGY for Tourism Master Plan
- Simple View – website build proposal

Grey Media/KWQC-TV Co-op 2022 Campaign

- Our 2022 co-op marketing program was announced in January, open to all tourism-related stakeholders in Galena Country. The co-op is through Grey Media Group/KWQC-TV and includes a digital advertising campaign. Galena Country Tourism is matching \$700 for \$300 investment from the stakeholder. A presentation on the matter was held in February with sign-ups available through April 1, 2022. A total of 23 signups have been secured.

Media Requests in Q3:

- Inn Scene – Select Registry of Inns
- Travel Pulse – Romantic winter images
- Midwest Living – Best of Midwest Awards – Holiday Images
- Premier Travel Media – Skiing images for a winter feature
- Big River Magazine – Event information for their festival map
- Freelance writer for St Lois Post-Dispatch – information on Grant and his involvement in Galena and images



Communications, Leads & Meetings

JDIFF -Julien Dubuque International Film Fest, April 8–9. Outdoor Films Friday and Saturday Night @ Green Street Plaza (free for locals and visitors). Indoor Films DeSoto House All Day Saturday

Pride Picnic, Saturday, June 11 at Grant Park - Working with Galena Public Library, Riverview Center and Galena Bakehouse.

Wisconsin Bed & Breakfast Association (WBBA) - Midwest Independent Lodging Conference & Innkeeper Trade show in November 2022 in Galena. Site visits on March 7 & 8

Holidaze Winter Market - December 3, 2022. Helped with City Council proposal and on Committee.

Platinum Adventures - Group Trip 2022- Day Trip. Trolley Ride, Chestnut Mtn and Free Time

ELJO Travel - Group Trip 2022- Aug 18- Lunch and Grant presentation at DeSoto House, Step on Guide and free time

Lois Hanley - Group of 25- May 13 & 14

Tours for You - June 8- June 10. Staying at Country Inn & Suites. Highlights include: Timmermans Supper Club, US Grant Home, Galena Cellars and Chestnut Mtn

Jo Daviess/Carroll Greenways and Trails Committee

John McGivern's Main Streets preview party @ Galena Brewing Co. March 20

KWQC Coop Meeting - Coordinated with KWQC and Galena Brewing Co for advertising coop meeting. Feb 22

Unique Venues lead 20-25 group dinner and activities for Thanksgiving 2022

Thursday Night Live at the Plaza - Approval by the city and finalizing details. Musicians, food and drink vendors along with city permits and licensing.

Midwest Marketplace/Circle Wisconsin - Attended March 27-29. Met and networked with 31 Tour Operators from the Midwest Region. The best tradeshow I've attended.

SAAB 40th Anniversary Car show. Working with Eagle Ridge for 2023 conference.

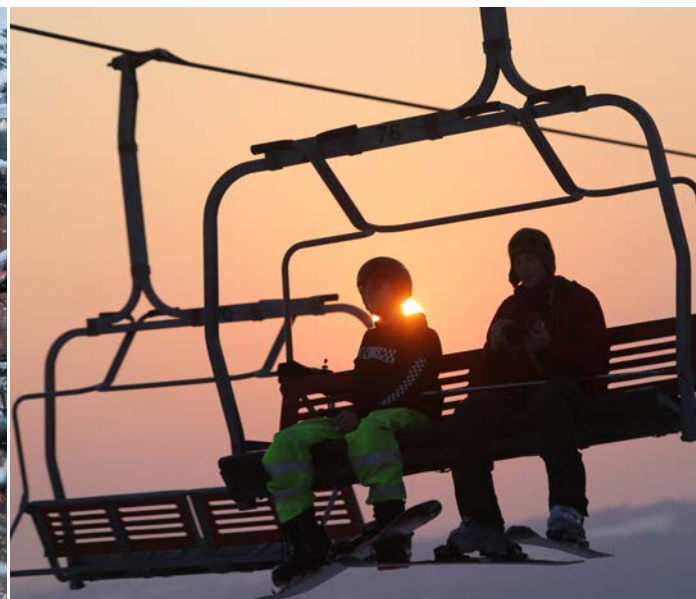
Tourism Master Plan Launch Luncheon - Organizing the event experience, Tues, May 3 at Turner Hall. Lunch provided by Big Bills

Scott Air Force Base - **Set up Old Blacksmith Shop tour and demonstration for the Airman. (35) Feb 4, 2022 (Staying at Chestnut Mtn)**



Group Leads - Quarter 2

Group	Total Rooms	Attendees	Notes
IPMA Board Meeting March 18-20, 2022	28	14	Booked
Illinois Probation Officers Conference May 25 & 26	45	45	Booked
Dan Loichinger Board Meeting September 21 & 22	28	14	Lead



Sales

FOREVER
&
ORIGINAL



Destination Developments and Group Experiences

- Galena Country Tourism Store Launch- working with Brand L imprints on branded items.
- Food Truck Fight June 4, 2022
- Tour Illinois Vice Chair
- Original Experience Development
- Meeting with Event Planners for possible new events
- Thursday Night Live expansion
 - a.Green Street Plaza last Thursday of the month (May-September)
- Group research
 - a.Car
 - b.Motorcycle
 - c.Cycling
 - d.Outdoor enthusiasts
 - e.Corporate Retreats
 - f.Wellness Retreats
 - g.Small organization conferences
- Film Opportunities- NW Illinois Film Department Liaison
- Group and Tour Bus leads
- Destination Development Items
 - a.Lighting
 - b.Parking
 - c.Transportation
 - d.Events
- Julien Dubuque International Film Fest
- Expansion to Green Street Plaza for outdoor screenings
- EDGE committee
- Jo Daviess/Carroll Counties Greenways & Trails Planning
- Collaborations amongst Galena Country stakeholders



Operations & Visitor Center



Visitor Center

The GCT Operations Director oversees operations in the Visitor Center, replacing our VisitorCenter Manager position (The employee who was acting as the Visitor Center Manager has been promoted to ContentMarketing Manager). This position is responsible for all programming in the Center including scheduling, stakeholder features, displays, and special projects.

Forever Original Features in the Visitor Center this quarter include:

Winter Activities:

- Chestnut Mountain Resort
- Hoof it! Goat Treks

Featured Stakeholders in Visitor Center display case this quarter include:

- Galena & U.S. Grant Museum/ on loan
- Blacksmith Shop Ironwork, Informational Materials, Grant Bicentennial Display, Hats from the civil war era

Projects

Operations

- Air Quality Study Through Blackhawk Hills Regional Council
 - Ventilation Assessment - Implemented the recommendations from the report in the visitor center space.
- Worked with the Jo Daviess GIS Department to update the county tear-off map.
- LTCB FY'22 2nd Quarter Reports
- DCEO Monitor Report
- Submitted the application for re-certification with the state for FY'23
 - Application was accepted and certification approved.
- Onboarding of two new employees.
- Tourism Lunch Planning at Turner Hall.
- Worked with CMD Security Systems to upgrade communicators for the Depot building.
- Fixed Asset Tracking research and implementation
 - Added new software to manage assets. Implementing program to track, monitor and report.

Visitor Center

- Added a Grant Timeline Pop Up – This pop-up illustrates the years of Grant in Galena.
- Offering a new paper tear-off map of the county.
- Op Director working with David Seagraves to acquire and display a miniature sculpture of Grant.
- Worked with the marketing department to rotate GCT videos on the large screen in the center's space.

Training

- Attended a virtual Grant Procurement Training Session through the state.
- Attended a virtual visioning workshop with MMGY.
- Optisigns training with CEO.

Community Relations/ Advocacy



Government

ICCVB - CEO meets with the Board of Directors monthly and sits on a statewide call with ICCVB CEOs and the Illinois Office of Tourism monthly. CEO acts as an elected Officer, sitting as the ICCVB Treasurer and attending monthly board meetings. The Treasurer is in all discussions related to industry funding, Illinois Office of Tourism grants, and budgeting. Discussion topic focused on ICCVB's Strategic Planning this past quarter with the Board meeting in January to finalize edits in preparation for activation in 2022.

City Council - CEO attends meetings regularly to provide the opportunity to answer questions on all reporting and tourism-related matters. FY'22 Q2 reporting was presented to the council in October.

County Board & County Board Committees - CEO sits on the AdHoc Economic Development Committee and Quality of Life Sub-Committee with monthly meetings and also regularly attends the Planning & Development Committee meetings. Topics of discussion revolve around destination planning in alignment with Quality of Life/Place, including but not limited to New Residents' Welcoming Kit, Sustainability, Workforce, and Diversity and Inclusion efforts. FY'22 Q2 reporting was presented to the County Board in February.



Other Engagements

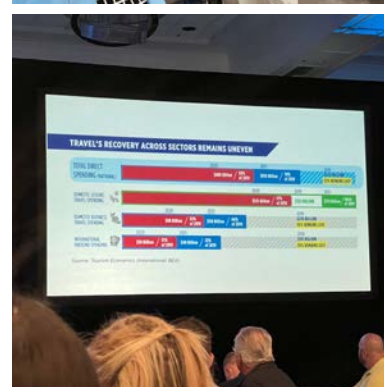


Meetings & Associations

ICCVB monthly Board Director meetings - The CEO also attended the ICCVB Strategic Planning Board Meeting in January. Discussing the goals and strategy of ICCVB moving forward.

Destinations International - CEO Summit - Information-packed and inspiration-stacked - We had a great time at #ILGovConf21. All staff attended this educational and networking event. Educational programming included:

- Together We Rebuild Stronger Than Before
- Embracing Change: How New Work Trends and Local Communities Are Influencing
- Brand USA Industry Outlook
- Finding Our Community Indicator
- Fireside Chat: Finding Our Community Indicator
- The Future of Work
- Fireside Chat: The Future of Work
- Workforce Transformation
- Fireside Chat with Ryan George (Simpleview)
- A Birdseye View of the Industry - Roger Dow, US Travel
- Values-Based Marketing and DNEXT Update
- Fireside Chat: Industry Equity, Diversity and Inclusion Initiatives
- Fireside Chat With Sophia Hyder Hock - DI Chief Diversity Officer
- Equity, Diversity, and Inclusion as Integral for Industry Recovery
- Emotional Intelligence
- Strategies to Reduce Unconscious Bias



Other

GDBA meetings (CEO attended), Chamber meetings, and one-on-one stakeholder meetings, including this quarter with Jo Daviess Conservation Foundation (JDCF) Board Meetings, Village of Elizabeth, NWILED and Jo Daviess County Housing Study, and Grant County (WI) Tourism presentation.

Other

Staff Site Visits - GCT staff visited Timmerman's Supper Club, Incognito, Millennium Marnia, The Old Blacksmith Shop, JM's Tap, Hoof it!, Sinsinawa Mound, and the Galena Cellars Main Street location.

Beautification Destination Development Program

CEO met with the Mayors in February to discuss the new programing for FY'22. Solo meetings to discuss projects and ideas in East Dubuque, Warren and Stockton were also held in Q3, with a meeting in Elizabeth held in April 2022.

Other Items

Other

Tourism Master Plan - The final rounds of focus group meetings concluded in October and resident surveys concluded in March. An outlined report will be presented on May 3rd at our upcoming Tourism Luncheon. The full report will be posted at a later date.

- 91 stakeholders (20%) responded to the survey, providing critical feedback
- 600 residents responded to the survey. providing critical feedback

New employees - added to the team in March and April.

PR & Communications Director promotes Galena Country to the world and garners local, regional, and national media coverage for the destination and community. In short, the role ensures the GCT brand is infused throughout the organization via creative writing for company and destination marketing communications. This position reports to the CEO. This role will lead in PR & Communications planning which includes:

- Media Relations - Serves as the media relations strategist guiding the media relations team via proactive, big-picture outreach to local, regional, and national media.
- Communications - Serves as a lead for creative-writing expert guiding and writing most of the copywriting for collateral, sales promotion pieces, brochures, advertising, community relations plans, online content, and key marketing projects.

Community Engagement Manager is responsible for proactively managing the GCT stakeholder base by attracting new partners, increasing engagement, and maintaining a presence. The position will engage with tourism community stakeholders to manage their business information in the database and on VisitGalena.org and connect them with sales and marketing opportunities provided by GCT.

Primary responsibilities include initiating, and fostering strong relations, including building new relations, onboarding efforts, managing the database, executing and leading orientations, developing, and providing extranet training and support, as-needed design for collateral materials, and other in-house projects. This role is the primary contact for GCT stakeholders creating a new account on VisitGalena.org, managing the onboarding process, and supporting stakeholders with their presence on GCT platforms.

Stakeholder Compliments

"Just wanted to take a moment to say thank you to you all for including us in today's video interview. We may have sweated it out a bit but we had a whole lot of fun. Thanks for making that easy! Hope we got you at least a little bit of good footage you can use. And I hope you got some good laughs to keep you chugging along for the next few days again." - Alana Turner, Poopsie's, Interview Video